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Midland Technologies Leverages New Vulnerability Management Technology to Secure Customer Networks

Leading Managed Technology Services Provider (MTSP) Is at the Forefront of Protecting the Region's Organizations

DAVENPORT, IA – August 27, 2024 - Midland Technologies a leading managed technology services provider (MTSP), proudly announced the deployment of advanced vulnerability management technology designed to enhance the security and resilience of customer IT networks. This new initiative underscores Midland Technologies's commitment to safeguarding the region's organizations against evolving cyber threats.

In an era where cybersecurity threats continue to become increasingly sophisticated, Midland Technologies's vulnerability management solution is serving business owners as a crucial line of defense. This system provides continuous scanning and monitoring of client networks to identify and mitigate potential weaknesses, on a proactive basis, essentially thwarting hackers before they spot an opportunity to attack.

As soon as a new asset is added to a customer's network, Midland Technologies's technology initiates a thorough scan using multiple techniques and scan engines. Open ports are examined for running applications, and specific exploit payloads are tested against relevant services. This includes operating

system (OS) detection, service detection, Secure Sockets Layer (SSL) checks, authentication checks, Common Vulnerabilities and Exposures (CVE) exploitation and much more. Newly identified applications are then promptly added to the customer footprint, for comprehensive oversight. The network is then continuously scanned on a set schedule, to ensure the business doesn't have any cracks or oversights in their IT infrastructure/cybersecurity defense plan.

Additionally, Midland Technologies generates detailed technical and business reports, grouping applications based on their purpose within the customer's organization. These allow business owners to see which applications pose threats and which are less severe, so they can prioritize IT strategy effectively. These reports include custom business impacts influenced by the customer's Business Impact Analysis (BIA), providing a nuanced understanding of risk for their specific organizational needs. Threat intelligence, such as public exploits targeting identified vulnerabilities, outside an organization's firewall, further refines the risk assessment. This plethora of Custom Vulnerability Reports (CVRs) provide business owners with a combination of both business and technical insights, to ensure CEOs

and CIOs can make informed strategic decisions.

The continuous monitoring feature ensures that scanning jobs run automatically according to a predefined schedule. This is important because it empowers organizations to customize scans based on specific needs, such as which ports to check and how often to scan. CVRs are automatically updated with any changes detected in the customer footprint, including updates from the global threat feed or internal network modifications - protecting the organization via internal data as well as external data. This proactive approach ensures that Midland Technologies's clients are always protected against the latest threats from either side of the firewall.

According to IBM's "Cost of a Data Breach" report, the average digital incident costs \$4.45 million overall and \$3.31 million for companies with fewer than 500 employees. <https://www.ibm.com/reports/data-breach> That cost is a 15% increase from 3 years ago. With rising costs, organizations simply cannot afford to endure a completely preventable breach.

"Midland Technologies is at the forefront in the technology industry at protecting our clients against cyber threats," said Jason Smith of Midland Technologies. "Our new vulnerability management solution not only secures our clients'

networks but also ensures they can do so without incurring unnecessary capital expenditures. We proactively manage our clients' technology so they can remain focused on growing their revenues, boosting their profitability and securing a competitive advantage in their industry."

ABOUT MIDLAND TECHNOLOGIES

Midland Technologies began more than 70 years ago in 1946 as

the Worldwide Marketing Arm of Victor-Animagraph Projectors. In 1977 a communications division was formed due to a partnership with NEC America. Today, As a distributor of NEC America, for 33 years, Midland Technologies has a customer base of more than 3,000 satisfied customers that include general businesses, government agencies, Universities, colleges, hospitals, and hotels.

Midland provides a wide range of communication services including VOIP, PBX and key systems, Wide

Area and Local Area networking, computers, Computer integration, voice mail, CCIS, and video conferencing and paging systems. Our philosophy is simple, provide quality products at a fair price, backed by an average emergency response time of twenty minutes, and the best service in the industry. For more information on Midland Technologies, call (563) 326-1237 or visit www.midlandcom.com